

FCC Local Content Information

Local News - WAOW/WYOW Television's local news involvement includes a staff of 24 FT news, weather and sports people, along with 5 FT & 5 PT production staff. The budget for the two departments is more than \$1.1 million. WAOW/WYOW Television produces 19½ hours of news each week. Our newscasts have the ability to reach over 178,000 households each and every week. We produce content including: education, business, health & fitness and agriculture specialty reporting. Our weather team provides daily forecasting, along with severe weather coverage in the event of severe storms. Our severe storm coverage has helped thousands of north central Wisconsin viewers get to safety in times of tornados, thunderstorms and blizzards. Our newscasts are also used to provide important safety and school information to viewers throughout north central Wisconsin. WAOW/WYOW Television has announced school closing information during winter storms as a service to the schools. Our employees continually donate their time to the education of area youth. From teaching classes about money management to giving classroom demonstrations on the science of weather, we are directly involved with local education efforts. We also recognize the academic and athletic accomplishments of local students on a regular basis.

Civic, Cultural & Other Community Responsive Programming - WAOW/WYOW Television has teamed up with many civic organizations on fundraisers, projects and programs aimed at helping north central Wisconsin. We provide free air time for the Grand Theatre-Performing Arts Foundation, Central Wisconsin Dance Theater, Leigh Yawkey Woodson Art Museum and the Marathon County Historical Society. WAOW/WYOW TV was the first station to provide close captioning for the hearing impaired but as important to be use as a "second language" educational opportunity for a large Southeast Asian population that resides in our DMA.

Political Programming - WAOW/WYOW Television embarked on a new journey in 2004 in regards to political coverage. We have guaranteed a minimum of 30 minutes per week of political stories and have exceeded the minimum easily each week from the primary through the general election. WAOW/WYOW Television has offered free airtime to all candidates in the various political races to be aired within our local newscasts on various days. WAOW/WYOW Television was one of the sponsors of the first US Senate debate in Wisconsin between Russ Feingold and Tim Michels. WAOW/WYOW TV also airs a "Get out and Vote" campaign that included most of our News anchor staff stressing the importance of "each and every vote counts".

Entertainment programming - WAOW/WYOW TV endeavors to provide programming that is responsive to the interests and needs of the communities it serves. Every effort to secure informative, family value, children's educational and solid core entertainment programming is the primary focus in selecting syndicated or locally originated programming. Community interest programming such as: the WIAA High School Championship Series, Green Bay Packer Pre Season football, various "live" and locally produced GB coaches and player shows and local high school athlete and honor scholar news segments are only a few of the examples.

Emergency Programming - WAOW/WYOW Television has provided free airtime in many emergency situations. We have aired information during chemical spills, school emergencies and other emergencies as requested by local law enforcement, as well as offered to local law enforcement that they took advantage of to get their information to the public. Specifically, our cut-ins during a school emergency when a chemical was spilled in a schools hallway helped parents know that children were okay, and what parents should do to avoid the scene and where to

go to get their children. We have aired emergency weather information in the form of crawls and cut-ins during programming to ensure the safety of our viewers. WAOW/WYOW Television is also a pioneer in the Amber Alert system in Wisconsin.

Participation in Community Activities - WAOW/WYOW Television has helped raise millions of dollars for countless non-profit agencies through news coverage, promotion of fund-raisers and telethons. Some specifics include Children's Miracle Network, Festival of Trees fundraiser for Hospice House and UCP. We've also initiated public safety campaigns such as our back to school driver safety promotion.

Website - waow.com includes a community calendar that local non profit groups and organizations use to get their fundraising message out to the general public. Our viewers also have an opportunity to subscribe to My Personal Forecast which is free of charge; this service offers our viewers a closer look at the weather in their immediate neighborhood.